

Before the  
Federal Communications Commission  
Washington, DC 20554

In the Matter of )  
 )  
Broadcast Localism ) MB Docket No. 04-233  
 )  
 )

To: Office of the Secretary  
Attn: The Commission

### COMMENTS

Platte River Radio Inc., the licensee of KKPR, KXPN, KLIQ, KHAS, KICS, pursuant to *Report on Broadcast Localism and Notice of Proposed Rulemaking*, FCC 08-218, MB Docket No. 04-233, released January 24, 2008, hereby submits its comments in this proceeding regarding the FCC's several proposed rule changes designed to enhance broadcast localism and diversity, to increase and improve the amount and nature of broadcast programming that is targeted to the local needs and interests of a broadcast station's community of service, and to provide more accessible information to the public about broadcasters' efforts to air such programming.

## COMMUNICATIONS BETWEEN LICENSEES AND THEIR COMMUNITIES

It's been over 25 years since the FCC modified its ascertainment guidelines. Those changes were the result of the FCC's correct conclusion that the local market forces

rather than a set government statutes ensures that broadcasters are in fact serving the needs and interests of their coverage area. I hardly think that has changed. Today there are more choices than ever for information. This forces local broadcasters to serve the needs of their communities or risk irrelevance. Additional government mandates will not change this but only serve to make it more difficult for good broadcasters to meet the needs of the community. Costs to implement these mandates far outweigh any potential benefit.

## REMOTE STATION OPERATION

Our stations have invested thousands of dollars in automation equipment that allows us to not only economically serve our communities 24/7 but also provides remote access in case of an emergency. With limited staffing this flexibility is very important. The additional cost of 24/7 staffing may serve to eliminate these abilities and may in fact result in less than 24/7 coverage because of budget restraints. This would seem counterproductive.

## LICENCE RENEWAL PROCEDURES

We oppose the Commissions proposal to adopt quotas for local programming. We believe that as local broadcasters we are better equipped to determine the needs and interests of our communities of service. By mandating quotas or specific hours the Commission is depriving local broadcasters the flexibility to determine how best to provide responsive programming, including local programming that does in fact best serve the needs of our service area. We believe that the current system with that built in flexibility should be maintained.

In conclusion, Platte River Radio Inc. submits that the above comments should be taken into consideration by the Commission in issuing its decision in the above-referenced proceeding.

Respectfully submitted,

Dan L. Beck

Platte River Radio Inc.  
403 East 25th  
Kearney, NE 68847  
308-236-9900